Snapchat: Setting up your account

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Creating a Snapchat account

- Snapchat doesn't have business accounts, but you can create a personal one with your business name
- You have to be over 13 years old to have a Snapchat account
- Install the app and sign up
- Download your Snapcode - the little dots inside the yellow square with a ghost
- People can use this code to directly follow you, so post it to different places to let people know how to connect with you
- Sign up on ghostcodes.com, which is a directory of Snapchat users, organized by topic
- Navigating around Snapchat is swipe-driven, and it has the following sections:
- Chat - add your friends and send Snaps to them directly
- Stories - create a collection of pics and videos

- Discover - the sponsored section of stories from big brands
- Memories - you can view any saved snaps and stories
- If you choose to save something, Snapchat won't delete it as it usually does